

# PARKERGRAMS

A Journal of Inspiration and Helpfulness, Published Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

## When is the Time to Stop Selling Fountain Pens?

There are just as many people in the world this month as there were in December—and *more*. They are going to do as much writing—probably more.

The fountain pen is just as much a business necessity as ever, and is so recognized by *more* people.

This is no time to think of stopping the sale of fountain pens. On the contrary the opportunity for their sale is larger than ever.

Think how many people there are in the United States who use pens every day, and how many of these are not supplied with fountain pens. This isn't because of any hostility to the fountain pen idea—most of them would be mighty glad to exchange the old-fashioned "dip-dip-dip" method of writing, for the easy, smooth and speedy fountain pen way, if only their attention were called to its advantages.

Then there are people who lose or break their fountain pens, or who own cheap pens which leak and balk. They would willingly discard them for a perfectly clean writer like the Parker Lucky Curve.

A great many people of both these classes come into your store every day. Get after them. Do not cease your effort just because it is January. Display your Parker Pen stock attractively, keep up your assortment, and call attention to the special advantages of Parker Pens and you will find that your pen sales continue with surprising consistency.

Parker Pens have plenty of exclusive features to furnish you the talking points. The question is, are you going to keep up steam or shut it off?

When is the time to stop selling fountain pens? When every man, woman, and school child in your community is equipped with a Parker Pen, and not until then. Right now if you will give this line of pens the attention you can profitably devote to it, these pens will keep on selling steadily and rapidly. Your fountain pen department will be a very profitable feature of your business.

Won't you take this hunch and boost for big January and February sales?

## The Spiralite

The advertising device which we are illustrating here is one which has proven to be a salemaker for merchandise of various kinds, and we would like to get an expression of opinion from our dealers about this device as applied to Parker Pens.

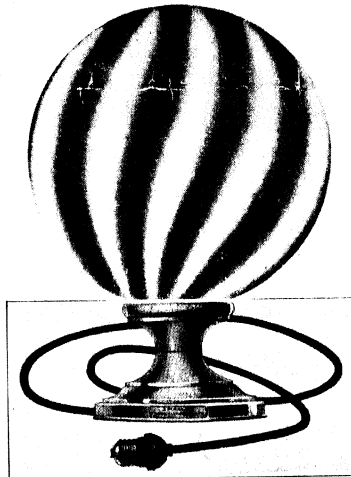
Perhaps you have already seen one of these in action. It is a white glass globe mounted on a good looking black base. The whole thing stands a little over a foot high. On the inside is an ordinary electric light and a colored device which rotates, giving a revolving spiral color effect which certainly ought to attract the eye.

*We wish you all a  
prosperous and happy  
New Year  
The Parker Pen Company.*

The Parker advertising would be in the form of a transparent sign applied on the outside of the glass dome. The combination of light, motion, and color ought to put an advertising message over with a jolt.

The device comes wired ready for use. It is quickly and easily assembled. The operating expense is simply the current which is used in burning an ordinary 40-watt bulb. The rotation motion is obtained by heat from the bulb acting on a light colored celluloid spiral.

We are going to place an order for a quantity of these advertising devices. We will issue one to any firm who wishes it and collect \$8.00 for it. To offset this charge, we will give to that firm, free of charge, two \$4.00 pens with clips—total retail value \$8.50, which will repay the dealer for the cost of the sign and also for the carriage charges.



If this kind of permanent sign advertising, at absolutely no cost to you, appeals to you, please write to us immediately and we will put your name down for one. Do not send any money. When the devices are ready for delivery yours will be sent to you and we will bill you for it and also send you the two free pens as stated above.

Our order to the sign people will be sent in shortly after this issue of Parkergrams is in the mail. We will order the number of signs we receive requests for. We therefore suggest that you send your name in now if this attractive permanent sign strikes you as good value. It costs you nothing—your expenditure is returned to you dollar for dollar in merchandise.

This device attracts attention by the combination of light-color motion. It is a wonderful addition to your window or counter display and acts as a suggestor to the customer right when he is ready to purchase.

## Frank Hopkins—"Virtuoso"

When Frank Hopkins first went to work it was just because he "happened in" to the store of a retail merchant and had a job offered him as clerk. He didn't have to take that job, he could have done something else just as well, perhaps better. But he took it, anyway.

He gradually became acquainted with the stock, that is, he knew where it was, and when somebody wanted something he knew where to get it and how much it was. What's more, Frank was polite. In other words, he performed his daily tasks satisfactorily *but* he didn't take any real live interest in it; it was just "work."

After Frank had been working in Mr. Rand's store for about three months, Fritz Kreisler, the famous violinist, came to give a recital in that town, stopping off for one night on his way elsewhere. Now, most everyone knows that Fritz Kreisler is a wonder in his way. But Frank was not interested in violinists particularly—violinists are all right and violin music is pretty, sometimes at least—but Frank never had learned to put remarkable violinists in a class with, say Babe Ruth or Benny Leonard.

Strange as it may seem though, Fritz Kreisler gave Frank an impulse which proved to be worth thousands of dollars, and Frank never heard Fritz play!

That night when Frank went by the hall where Fritz Kreisler was scheduled to play, he saw a poster which told of this violinist's fame, his remarkable achievements, all about this marvelous "virtuoso." That word virtuoso stuck in Frank's crop—he had a vague idea what it meant, very vague. He liked the word, to him it implied something super-good, distinct from the ordinary. No one would think of calling Wally Smith, who played the fiddle locally, a "virtuoso"—the thought struck Frank as funny—"Wally wasn't good enough, by a million miles."

Frank continued down the street, shot a game of Kelly pool, went home, had supper and then went straight to the dictionary and turned to the "V's." "Virtuoso—one skilled in the fine arts, etc." Deep, heavy thought followed. Frank ruminated somewhat along these lines—"What business did I have laughing at Wally Smith for not being a virtuoso. Why, he's closer to being one than I am. The thing I can do best is shoot Kelly pool, and whoever heard of a Kelly pool virtuoso!"

"Virtuoso—one skilled in the fine arts." Now that doesn't mean I have to be a violinist or pianist. Why isn't retail selling a fine art? Why not? It isn't a fine art the way I do it now, but from now on, so help me, Judge! I am going to be a real retail seller—a virtuoso behind the counter."

That's the main thing that Fritz Kreisler did in that town, not denying that he gave a remarkable recital. We don't know about that—we know what he did for Frank, though.

Now, how did Frank execute his resolve? First he realized that up until Fritz came to town, he had never sold anything—he had merely handed things over the counter when somebody asked for them. Now it doesn't take an able bodied young man to do that—any weak sister can do that much, and more.

"I am going to learn the features, the selling points, the points of superiority of the merchandise we have to sell, and then sell it intelligently. I'm going to show God I appreciate His giving me a head. That head of mine has been a liability until now—I've had to buy hats for it and I've had to have the hair cut off it twice a month—sheer loss heretofore! From now on the old head's going to pay its way!"

Take for instance the fountain pen situation in Mr. Rand's store. Mr. Rand had a case of Parkers. Frank looked over a Parker catalog and noticed that the Parker Pen did have some distinctive features after all. He thought it was just a "fountain pen." The "Lucky Curve" he had heard of but never knew what it meant. Same with the "Safety-sealed" feature. He never knew the actual advantage of owning a self-filling pen with no holes in the side of the barrel. The Parker Clip was just "a clip" to Frank, but he learned that it was built

like a washer and not fastened with rivets, or clamps, and that it let the pen slip way down into the pocket.

Frank learned many things about the Parker and other lines of merchandise in Mr. Rand's store. We are using the Parker Pen as an example because we know more about that than anything else. In the course of Frank's investigations he became downright sold on Parker Pens himself and he was able to pass this information on to fountain pen prospects with real intelligence. Frank knew what he was talking about—that space between his ears was no longer a blind alley. The result was that Frank sold two and three times as much merchandise as he had previously "handed out."

How did Frank's new ideas and vigorous selling affect other clerks? Frank got commendation from Mr. Rand—the others got a warning. Frank was showing them up. Did he slow up in his efforts out of sympathy? He said (pardon his language) "To h—l with everybody! I'm flyin' the black flag—I'm a pirate—I'm out for all I can get and this you'll notice is the way it's being got!"

Where's Frank today? You mean "Mr. Hopkins." Mr. Hopkins and Mr. Rand are 50-50 owners of four thriving stores doing the best business in two towns.

### Parker Pen Exclusive Features

#### No. 1—The Lucky Curve

Many people for many years have seen the Lucky Curve advertised and believed that it is only an advertising point and nothing real or tangible. The Lucky Curve, however, is a scientific device in the feed of Parker Pens which actually overcomes a serious objection to fountain pens in general. The Lucky Curve is an extension of the feed which is so bent as to touch the interior of the wall of the pen or the interior of the soft rubber sack, if the pen is a self-filler. By virtue of this point of contact, the ink in the feed channel is drained out and deposited in the reservoir of the pen. This is accomplished by capillary attraction, the same as when you dip a glass rod in water, some water remains on the rod, and when you touch another surface, the water is drained from the glass rod to the other surface. It is in this same way that capillary attraction drains the ink from the feed channel back into the reservoir.

The object of this is that when the pen is replaced in the pocket, the heat of the body expands the air in the pen and forces the ink through the ink channel. After the ink channel is free from ink, there is a free passage-way for the air to escape. If the ink channel is full of ink, as it must be with other pens, the ink in the channel must necessarily be forced out before the air can escape.

It is to be seen, therefore, that the Parker Lucky Curve aids in keeping the finger grip of the fountain pen free from ink.

#### No. 2—The Safety-Sealed Feature

Every self-filling pen has two possible exits for ink: one is at the pen point and the other is where the self-filling

lever extends on the outside. In most self-filling pens can be found a lever on the side of the barrel. This opening is cut through the hard rubber barrel and leaves an opening from the outside to the soft rubber ink sack on the inside. In event this soft rubber sack breaks, which it is by nature bound to do before the hard rubber barrel deteriorates, there is nothing to prevent the ink from escaping through the hole.

With a Parker Pen, both exits for ink are tightly sealed. The pen point is enclosed in an ink tight, air, tight inner cap so that there is no possible chance for ink to come out. The self-filling button is on the end of the barrel, instead of on the side. This button is hermetically sealed so that even if the soft rubber sack on the inside should break, it is impossible for ink to leak out and soil the clothing or hands.

In view of this, the Parker Pen, in event of damage to the self-filling mechanism, can be filled exactly like a non-self-filler and used as such until it is convenient for the owner to have the self-filling mechanism repaired. So far as we know, this is impossible with any other fountain pen on the market.

We might add that it was this exclusive feature of the Parker Pen which prompted the Government to order several hundred thousand of these for the use of the men in service during the war.

#### No. 3—The Parker Clip

The clip for the Parker Pen is different from any other on the market. It is not attached with rivets or clamps, the cap is not cut in any way, but still the Parker clip is absolutely immovable and non-losable. It is attached to the cap of a Parker Pen exactly like a washer, being

inserted between the outer and inner caps. It is attached at the extreme top of the pen and therefore allows the fountain pen to sink well into the pocket and not protrude so that it will catch on a watch chain or sleeve, or any passing article. With a great many clips on the market, if the clip is broken, the owner is obliged to buy a complete new cap. A few minutes' study of the Parker Clip will give you a much better idea of it than any amount of word description.

#### No. 4—The Spearhead Ink Controller

The front end of any Parker feed is notched more or less like the head of an arrow. These notches tend to prevent the ink from falling in drops off the pen point. When a pen is nearly empty, the volume of air on the inside of the pen is relatively much greater than the volume of ink, and the air being very expansible, is likely to force the ink through the feed channel faster than it can actually be used. It is in circumstances like these that the Spearhead Ink Controller catches any surplus ink and prevents it from blotting on the paper.

#### No. 5—Types

In addition to plain black rubber barrels, Parker Pens can also be supplied with transparent barrels so that the supply of ink can always be seen. (This is true only with non-self-filling pens.) In addition to the transparent barrel pens, fountain pens of medium length and various colors can be supplied. These colored pens are very attractive and are favorites especially with women.

### Manners in Merchandising

"The silent and subtle language is Manners; not *what* but *how*. Life expresses. A statue has no tongue, and needs none. Good tableaux do not need declamation. Nature tells every secret once. But in man she tells it all the time, by form, attitude, gesture, mien, face, and parts of the face, and by the whole action of the machine. The visible carriage or action of the individual . . . we call manners. What are they but thoughts entering the hands and feet, controlling the movements of the body, the speech and behavior?"

"There is always a best way of doing everything, if it be to boil an egg. Manners are the happy ways of doing things. . . . Manners are very communicable; men catch them from each other . . . The power of manners is incessant,—an element as unconcealable as fire. The nobility cannot in any country be disguised, and no more in a republic or a democracy than in a kingdom. No man can resist their influence.

"There are certain manners which are learned in good society, of that force, that, if a person have them, he or she must be considered, and is everywhere welcome, though without beauty, or wealth, or genius. Give a boy address and accomplishments, and you give him the mastery of palaces and fortunes where he goes. He has not the trouble of earning or owning them; they solicit him to enter and possess."

The above paragraphs are extracted

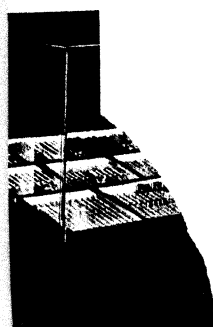
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from Ralph Waldo Emerson's remarkable essay "Behavior." If you happen never to have read it, you have an opportunity to spend an agreeable and profitable half hour. If you have read it, then you know that it is worth going to occasionally.

Does it not occur to you that manners have just as important a place in merchandising as in life in general? Is it not true that the existence or absence of manners in merchandising is an index to the degree of success in merchandising?

Some stores which we all have patronized give at once an atmosphere and a feeling of character. Perhaps it is the neat appearance of the store, of the clerks, of the proprietor. The dignity of the surroundings, the graciousness of the clerks give a feeling of honesty and dependability.

On the other hand, who has not sometime or other been obliged to step into a store where one immediately and unconsciously puts up a guard? The first impression, whether it is realized or not, is lack of confidence, in the store, in the merchandise, in everything.

Perhaps the store is untidy, clean only in spots. It reminds one of a barrel of apples with good ones on the top only. Perhaps the clerks give the impression of indifference or are anxious to be through with you. Your impulse in a case like this is to get out into the fresh air again.

There is not much argument in the proposition that good manners is good business. A store where it is pleasant to be is one in which it is pleasant to buy. There are any number of examples of this. In fact, this, coupled with good business judgment, is the key to the success of America's leading merchants. John Wanamaker and Marshall Field are two shining examples of the success of good manners and good judgment. "The customer is always right." That is manners.

How can good manners be given to a business? How can this atmosphere of dignity and dependability be created? First of all create it in yourself. It is

communicable, and by association, your companions will perhaps unknowingly strive to create it too. It is human nature to follow and to imitate. A kind word provokes a kind word, a courtesy calls forth a courtesy, and so forth. You set the example and see if human nature does not run true to form.

Just as the personnel can be guided, so can your store. Just as the personnel must have manners, so must the store. Cleanliness, neatness, and quality of merchandise are earmarks of a high class establishment. A clean and tidy store is the kind it is a pleasure to patronize. If high quality and well known merchandise is sold, it is quite convincing to a customer that your store is not only an agreeable place to trade, but a good place to get a full dollar's worth.

While thinking of high quality and well known merchandise, we might remind the forgetful that Parker Pens have been successfully manufactured and merchandised for thirty years—and always as a quality product.

### \* \* \* "Back to Normal"

Upon reading the printer's proofs of the above article "lifted" from Ralph Waldo Emerson, the thought enters that Parkergrams may be verging on the high brow. To avert any possible danger from this source, we hasten to subjoin the following anecdotes:

Teacher—"Robert, what is the difference between 'abstract' and 'concrete'?"

Bobby—"Abstract is sump'n you can't see, an' concrete is sump'n you can see."

Teacher—"That's right, now give me an example of something concrete."

Bobby—"My pants."

Teacher—"Now something abstract."

Bobby—"Yours."

Small boy (looking at elephant)

"Ma, ain't that a hell of a big animal?"

Ma—"Hey kid, how often must I tell you not to say 'ain't'?"

## A Word About Parker Advertising for 1921

This is a subject which is of vital interest to everybody in any way connected with the Parker Pen Company. Advertising in its many forms and ramifications is the force which influences or fails to influence people to buy.

Advertising has long been regarded as an intangible, unknown quantity and often as a necessary evil. Many a firm which by shrewd buying and bargaining saves an eighth of a cent per pound on raw materials, puts thousands of dollars into the bottomless sack of advertising—and does it without misgivings. Where does it go? "Oh, we don't know. That's for advertising—everybody advertises—we have to, that's why people buy our stuff!"

Advertising is no longer a bottomless sack—it is now, to the shrewd buyer, a measurable commodity, like sugar, coal, and water. Advertising costs so much a page per thousand readers. Anybody can buy it. But still it is so easy to

dump money into it and not get results.

Three people may have equally good products and each spend \$100,000 in advertising. It would be a coincidence if their sales were all the same.

### Consistency

In laying out our advertising plans for 1921, we have kept one thing clearly in mind, and that thing is consistency. We do not plan to awe our dealers with a picture gallery of colored advertisements—we want to sell pens, and to do that consistently we must have consistency in advertising.

For example, a color page in the Saturday Evening Post costs \$8,500 and a color page in Cosmopolitan \$5,000. If you have \$22,000 to spend on a non-seasonable product like a fountain pen, would you go into the Saturday Evening Post twice and Cosmopolitan once—three insertions for \$22,000? The best you can do at that rate is reach the public once

every four months. Or, do you think it's better to go into the Post in quarter page size thirteen times—every four weeks regularly—for \$22,750?

We believe this latter plan is better. This is the basis of Parker advertising for 1921. Our advertising is consistently scheduled month in and month out. It is of course heavier during the months when buying is heaviest, but we do not believe in leaving our dealers without advertising help when buying is light and when help is most needed. We don't want to leave Parker Pen dealers becalmed with sails flapping when a little wind is most necessary.

Why consistency in fountain pen advertising? Jim Smith or Mrs. Smith are just as likely to take a notion to buy a fountain pen in June as in November. Jim might drop his pen on the floor and step on it just as easily in August as in December. If we were selling straw hats or palm leaf fans or snow shovels, we would advertise seasonably, but fountain pens are used every day of the year.

The next time a salesman shows you a portfolio of wonderful looking color ads, with their combined circulations making an imposing total, it is quite in order for you to ask him "Is this for one month, or is it for twelve months? Is it a flash in the pan or is it the real stuff?" Ask about the month by month schedules in each magazine. Ask what the circulation of those magazines is in your home town—the circulation of the magazines over the country at large is interesting, but you are concerned with their circulation in your home town where it does you some good. For instance, take a magazine of 300,000 circulation, which is by no means a small publication. If 300,000 copies suffice for 110,000,000 people, it is one copy for 366 persons, and if you live in a city of 15,000, only 41 copies come into your city. It might happen that these 41 readers would ALL see the beautiful color page, ALL come directly to your store, and ALL buy the beautiful coffee percolator advertised. That might happen, but it never does. If you sell one or two of them, it's not a bad job.

Suppose that there are in your home town 15,000 people, one newspaper of 7,000 circulation and four miscellaneous publications of small circulation and questionable value. Your neighbor advertises in the four small ones, and you take the one big one. Your neighbor cuts out his ads, pastes them on a board and looks at them. They are good ads and certainly ought to bring things his way, he thinks. You use the one big medium. You reach the same people, over and over in a big way, and you are the one that gets results.

### The "Nerve" of Cy Curtis

Here is an interesting sidelight on the subject of consistency in advertising. If you were a manufacturer, advertising nationally, and the representative of a magazine came along and said, "Mr. Manufacturer, I'm sorry, sir, but if you buy any space with us, you have got to buy 13 insertions or stay out, and these 13 insertions must come every four weeks." You no doubt would ask yourself how you could politely but firmly tell this bird to seek a warmer climate.

But when you investigate and examine

the situation, it is not "nerve" on the part of the publisher—it is common sense. This is exactly the policy the Curtis Publishing Company has adopted. If an advertiser wishes to use the Saturday Evening Post or the Ladies Home Journal, he must use a regular cycle of insertions in each publication—13 in the Post, and 6 in the Journal. This prevents an advertiser from "splurging." Many a dealer has been sold on the strength of a proof sheet. If you must pin your faith to a proof sheet of advertisements, let them be advertisements from the Saturday Evening Post or the Ladies Home Journal, because if an advertiser is in these publications at all he is in on a regular schedule for one whole year.

**Magazines**

The backbone of the Parker magazine schedule consists of publications which are absolute leaders in their classes.

	Readers
The Saturday Evening Post..	2,108,923
American Magazine .....	1,500,000
Cosmopolitan .....	1,100,000
American Boy .....	281,857
Youths Companion .....	425,621
Ladies Home Journal .....	1,972,819

These magazines reach a total of approximately seven million readers, and its pretty safe to say that Parker advertising is seen consistently by five million families. We cannot make ourselves believe that there is any other fountain pen on the market which will be backed by such healthy advertising as the Parker Pen campaign.

Every one of the magazines above will get a heavy schedule, a schedule not consisting of two or three insertions during the year, but a uniform schedule throughout the year. In other words we won't splurge in one magazine in June and then not use it again until December. We will use every magazine regularly or not at all.

Splurge advertising is bought for just one purpose, and that purpose is to sell

the dealer, and not to sell the product. We know, because we have done it ourselves to a certain extent in the past. We have learned however that it is neither healthy nor ethical. On the whole, Parker advertising for the past 22 years has had but one objective, and that is to sell Parker Pens and to build good will and confidence in the product.

This force works every month, year in and year out to *one* end—to aid Parker dealers to sell Parker Pens. It is a part of the Parker service, just as much as the plant, or the office.

We believe that these magazines on the list reach absolutely the best American homes and in the largest numbers. Each one deserves a book of explanation as to its special strength. Roughly speaking they are the big general media read by men, women and youngsters,—the buyers of today and tomorrow.

With the money we are putting into these *six* magazines above, we could buy pages in a list of *sixty* "questionables," have them all pasted in a portfolio and make you say, "Well, I swan! How do they do it!" But with this list of leaders, we can go to a dealer and show him in indisputable figures how many families in his home town are reached by Parker advertising. Furthermore, we can show our whole schedule indicating that these families will not see this advertising just once, or twice, but time after time. It's the repetition that makes the real impression.

**Newspapers**

In addition to the magazines to be used, we are pleased to announce that we will use newspapers heavily during the next year. A campaign of 40 insertions will be put on in the leading dailies in the 70 largest cities of the United States. Preferred position only will be used. With the list of newspapers we reach over 5,790,000 people forty times a year.

**Imagine an Automobile with no Transmission**

Not long ago a retailer of the old school was discussing the pros and cons of advertising with a friend. The older merchant was of the opinion that most advertising done by manufacturers, big merchants, and little ones, was waste. Millions of dollars are spent and the real apparent good is little if anything.

The friend of the merchant had met such statements before, and, being interested in the results of advertising, wished to get at the bottom of the elder merchant's conviction. "Why, do you think it does no good?"

"Well, I don't mean that it does no good, but I can't see that it does very much," was the answer. "Here I have stocked goods which are nationally and locally advertised and there is no noticeable demand for them, so far as I can see."

"Oh," replied his friend, "you are disappointed because people have not come in and demanded the advertised products which you carry?"

"Yes, I guess that's about it."

The Atlanta Co-operator draws a nice simile to show the issue of this situation.

"You own a car, don't you?" asked the friend, "and you probably know something about the mechanics of that car, too. Well, you know that on every car there are three things—a power plant or engine, a transmission, and running gear or wheels."

The merchant agreed that this was all true enough, but failed to see its connection to advertising.

"Now suppose I should remove the transmission from your car, what would it be good for?"

"Junk."

"Right. Now this problem of advertising stacks up about the same way. Let's call advertising the power plant, and call the advertised goods in your show cases the wheels, where is the transmission."

"Why, I begin to see. The store, the clerks, and I—we're the transmission," said the retailer.

"Correct first time. You and your

clerks are the transmission, and here's how it works: Advertising, the motor, furnishes the power. It is willing to work 100% efficiently. It makes your customers willing to buy the advertised product. When it is called to their attention they already know something about it. They have seen it mentioned somewhere.

"Now the power will turn the wheels around if given half a chance—in other words, advertising will move your goods if you give it a chance. That's where you—the transmission—come in, if you come in at all.

"You don't have to *sell* a consistently advertised article, you generally only have to *offer* it. The advertising has already convinced the customer. Is there any advantage in that?"

"Sure there is," said the retailer, "it saves time in making a sale."

"It does more than that. It leaves your customer in a good frame of mind because he feels that your store is carrying a good line of products."

The retailer was convinced that to make national or local advertising pay *him*, he must step out half way and take advantage of it. One thing which is worthy of some serious thought is for a dealer to master the selling points of his own merchandise and to school his clerks along the same lines.

For instance, if a manufacturer informs you in advance that he will have an ad in the Saturday Evening Post on such and such a date, would it not be a good idea to capitalize on this? How?

There is a certain store in Schenectady, N. Y., the writer has in mind, which carries a big list of nationally advertised goods. The day the Ladies Home Journal is issued, this merchant puts an advertisement in his local papers reading somewhat as follows:

*"When you read your copy of the Ladies Home Journal, which is out today, you will probably be as much interested in the advertising stories as in the regular editorial matter. Do you realize that these advertisements—the merchandising stories—are the advertisements of this store? Twelve products advertised in the Ladies Home Journal are sold here in our store. When you read these ads in your home, think of this store, for we are the people who sell these goods."*  
(Products tabulated here.)

This is one way of realizing on national advertising, and it is a mighty good way. The Parker Pen Company wants to offer the services of its advertising department to help dealers get the most out of all we do. The chances are some very profitable plan can be worked out.

**"We Strive to Please"**

In these days of great variety of merchandise and the multitude of divergent products gathered under one roof, the buyer must specify.

"I want to look at some ranges," said a shopper recently.

"Certainly, madam, replied the polite floor-walker; "Kitchen, rifle, or mountain-ranges?"—PRINTERS' INK.

# Condensed Price List of Full Length Parker Pens

Pens marked "S or L" furnished short or long lengths  
 Pens marked "B" furnished with Bakelite transparent barrel (non self-fillers) at \$1.00 extra.

Parker Washer Clips are extra, nickel 25 cents, gold-filled 75 cents.

All these pens supplied either as self filler or regular.

Any style of pen can be fitted with any type of nib—

fine, medium, coarse, half-stub, stub, hookkeepers, Stenographic or manifold; and any degree of flexibility.

The fraction "½" after the number of the pen indicates that the barrel is fancy chased. Any black rubber pen can be furnished plain or chased.

The letters "SR" after pen number indicate screw ring on cap.



No. 20—\$2.50. The most popular pen on the market. Self filler or regular. S or L. B.



No. 20½—\$2.50. Same as No. 20, only chased barrel. S or L. B.



No. 20 Bak.—\$3.50. Showing how the ink supply can always be seen through the transparent barrel. S or L.



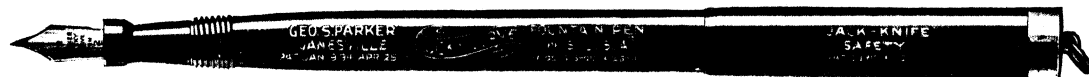
No. 20½ 1B—\$3.75. No. 20 with gold filled band on cap. S or L. B.



No. 23½—\$3.00. Plain or chased, self filler or regular. S or L. B.



No. 65—\$4.00. Wide dull finish gold filled band. S or L.



No. 66—\$4.00. Gold crown and ring on cap for chain. S or L. B.



No. 24½—\$4.00. The most popular pen for men. S or L. B.



No. 25½—\$5.00. Slightly larger than the 24 size. S or L. B.



No. 25 SR—\$5.50. Fitted with screw ring. Large capacity. S or L. B.



No. 26—\$6.00. Fine large pen for men who write much. S or L. B.



No. 28½—\$8.00. Next to the Black Giant, this is the largest we make. S or L. B.

## Condensed Price List of Medium and Short Length Parker Pens

Pens marked “S or L” furnished short or long lengths  
Pens marked “B” furnished with Bakelite transparent  
barrels (non-self-filling) at \$1.00 extra.

Parker Washer Clips are extra—nickel 25 cents,  
gold filled 75 cents.

All these pens supplied in self filler or regular unless  
otherwise noted.

Any style pen can be fitted with any type of nib—

fine, medium, coarse, half-stub, stub, bookkeepers, steno-  
graphic or manifold; and any degree of flexibility.

The fraction “ $\frac{1}{2}$ ” after the number of the pen indi-  
cates that the barrel is fancy chased. Any black rubber  
pen can be furnished plain or chased.

The letters “SR” after pen numbers indicate screw  
ring on cap.

**No. 20 SR Baby—\$3.00.** Without ring on  
cap \$2.50. Not a self-filler. Can be furn-  
ished with fancy chased barrel if desired.  
B.



**No. 71—\$6.00.** It is regularly  
equipped with band, gold crown  
and ring on cap. This is a beauty.



**No. 20SR—\$3.00.** Plain  
or chased barrel, self fil-  
ler or regular. Without  
ring on cap \$2.50. B.  
S or L.



**No. 24 1/2—\$4.00.** Vest  
pocket length but large  
ink capacity. S or L.



**No. 65 1/2—\$4.00.** Wide  
dull gold filled band. S  
or L.



**No. 74 1/2—\$4.50.** Wide  
fancy band on barrel. S  
or L.



**No. 66—\$4.00.** Gold  
crown and ring on cap.  
B. S or L.



**No. 14—\$7.00.** Sterling  
silver filigree. Same de-  
sign (No. 16) gold filled  
\$8.00.



**No. 25 1/2 1B—\$5.75.**  
Plain or chased barrel,  
self filler or regular. One  
gold filled band on cap.  
B. S or L.



**No. 25 1/2 2B—\$6.50.**  
Plain or chased finish,  
self filler or regular. Two  
gold filled bands on cap.  
B. S or L.



**No. 49—\$12.00.** 18-K  
gold filled. Fine lined  
effect with scroll work.



**No. 95—\$10.00.** Plain  
Sterling silver.  
**No. 98—\$12.00.** Plain  
gold filled.



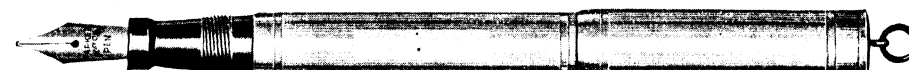
**No. 96—\$14.00.** Ster-  
ling silver.  
**No. 99—\$15.00.** Gold  
filled.



**No. 203—\$14.00.** Ster-  
ling silver. This is a  
beautiful piece of work.  
Not self filler.



**No. 201—\$35.00.** Solid  
gold. No more beautiful  
pen than this was ever  
made. Not self filler.



### Ivory Pens

Unfortunately we were not able to fill all holiday orders for the colored Ivory pens. We are glad to say that we have now caught up on the production of these and can fill orders for these pens in Turquoise Blue, Pink, and Royal Purple.

These pens not only sell fast but they attract attention to your fountain pen stock. It is hard to describe these; it requires a look at them to appreciate what a beautiful novelty a colored fountain pen is.

Before the war we had a considerable business built up on Ivory pens, which we were obliged to relinquish when the war came on as the colored material was obtained from France.

Below are given the prices on these pens. When ordering please specify which colors are wanted and whether you wish them as No. 20s or 23s. The 20 is fitted with a No. 2 point, the 23 with a No. 3 point. All are furnished as Jack Knife Self Fillers.

	No. 20	No. 23
Without ring or clip.....	\$3.50	\$4.00
With nickel clip .....	3.75	4.25
With gold filled clip.....	4.25	4.75
With ring on cap.....	4.00	4.50
With gold filled band and ring on cap.....	4.75	5.25
With gold filled band and clip .....	5.00	5.50

\* \* \*

Don't ask for a raise on the theory that the boss ought to give you more; make yourself worth more than you're getting, and then ask what you are worth.

\* \* \*

### Parker Accident Policies

With every initial shipment of pens which goes out to Parker Pen dealers, is included a quantity of Accident Policies or guarantees. All dealers should have a quantity of these on hand and we would be glad to send them to dealers not supplied.

This guarantee covers all parts of Parker Pens, with the exception of the gold pen point, for a period of one year from the date the pen is sold by the dealer to the customer. Any defects in workmanship or material, or breakage due to a defect, is covered by this policy.

In order that we may know whether the pen in question is covered by the Accident Policy it is always necessary to return the Accident Policy with the pen when the latter is sent in for repairs. Otherwise, we have no means of knowing whether the pen has been used for more than a year or not.

The Accident Policy should be filled out and signed and issued by the dealer with every pen sold. The customer, of course, retains the Accident Policy and if any injury befalls the pen within the next twelve months, he can either return the pen and the policy to the dealer that sold it to him, or direct to us. In any event, he will be entitled to free repairs.

Kindly observe this ruling carefully in sending in repair work to us. If no Accident Policies are received with the pens, a charge for the work will automatically be made.

### The Advertising Skeptic

Big Benjamin besides his bean awakes him in the morn;  
 He doffs his faultless robes de nuit and takes his Star Spray Shower;  
 Shaves with his trusty Autostrap, lifts off a Bluejayed corn.  
 And eats some toothsome Shredded Wheat to give his body power.  
 Then clad in socks whose apertures are followed by replacements,  
 Held up by Paris garters with no metal that can touch.  
 With suit by Hart, Schaffner & Marx brand new, without defacements,  
 He drives forth in that Franklin car he brags about so much.  
 Upon his head he wears a lid constructed by Herr Stetson;  
 Upon his feet, besides the sox, he wears some Regal shoes.  
 He sits upon a Carpen chair—the best he ever gets on—  
 And does his work with a Parker Pen, equipped with a Lucky Curve.  
 He smokes a massive Cinco weed while snooping through a file  
 That's labeled with a Y. and E., or some such noted name;  
 He shows the use of Pepsodent when he essays a smile,  
 Above a linen collar that is clearly known to fame.  
 At lunch he orders by its name a well-known fizzy water;  
 He asks to see the label on the pork-and-beans he eats.  
 He wants his bacon from the hogs that Swift and Wilson slaughter;  
 He wants the honey that the bee of A. I. Root secretes.  
 At night he listens to a tune his grand Victrola plays.  
 He hits his Restwell mattress with a comfort not surprising.  
 Yet, ere he swoons away in sleep, this funny mortal says:  
 "There ain't no use to talk, I don't believe in advertising."

\* \* \*

### Free Advertising

(From the Madison Democrat)

#### MERCURY GONE ONE BETTER BY PARKER CO. MESSENGER BOY

A messenger with wings couldn't be found by the Parker Pen Co. of Janesville to run errands between the various departments in its new office building, and so one with a pair of roller skates was obtained. Now attired in a snappy miniature of an aviation uniform with winged insignia on his breast, he merrily rolls on his way along the granite-like floors.

True, in coasting around one of the corners on his noiseless skates, he is liable to land in the surprised arms of some fair stenographer but, as he is only 15 years of age, he hasn't yet learned to do it "on purpose" and the young ladies don't mind anyway.

"It increases his efficiency over 100 per cent," said Kenneth Parker, advertising manager, as the youngster sailed into his office with a bunch of letters and, depositing them without stopping, circled about on one foot and left with a flourish. "The boy enjoys his job and we all enjoy the element of surprise that such a means of locomotion carries with it."

\* \* \*

"Aw, leave it to dat guy to go us one better!" If they're saying that about you, you aren't worrying none about the soda fountain tax.

### Brass Ink Stands

We have just received a shipment of brass ink stands which are very attractive and useful pieces of advertising, and very appropriate for the top of a fountain pen case.

If you want to increase your Parker Pen sales, here is a suggestion: Order one of these brass ink stands (they are free), put a bottle of Parker ink in it and a scratch pad along side of it and place the outfit on the top of your floor case. Move the floor case out into a prominent position, if it is not already so placed.

The psychology of this is that it makes it inviting for the prospective fountain pen customer to try out your stock, and if you can get a customer up to the point where he has a Parker pen in his hand, trying it out on your scratch pad, the sale is practically made.

This is a suggestion which is worth following up because we know its work increases sales. Put up a card near the ink stand "Free Filling Station." A good many customers will take advantage of this offer to fill their fountain pens, and this is your opportunity to step up and talk Parker to them. If they use a small fountain pen, show them one of the big sizes and let them see how easily it writes and what a large ink capacity it has. Show them a transparent Bakelite model, which is a novelty to a great many people. There are any number of features about Parker Pens that you can gain their attention with, and it will be a good test of your salesmanship to see how many customers you can sell in this fashion.

\* \* \*

"Nothing succeeds like success." Nothing fails so completely as a man who starts out believing himself a failure.

\* \* \*

### On Filling Parker Pens

In selling a fountain pen, or any other article which requires a certain amount of common sense to operate, it is well to explain the mechanism thoroughly to a customer at the time the sale is made. It is surprising what a large number of people there are who do not understand how to fill a self-filling fountain pen.

In any self-filling pen which has a soft rubber sack on the inside, it is necessary to retain the pen point submerged in the ink for several seconds, in order to allow the soft rubber sack time to expand and take up a full charge of ink.

With a Parker Pen the following is the correct method of filling: Unscrew the small blind cap on the end of the barrel, submerge the pen point in the ink, press the self-filling button two or three times and release it, but still let the pen point remain submerged in the ink for two or three seconds after the pressure on the button has been released. This gives ample time for the soft rubber sack to expand and suck up a full load of ink.

A great many people merely press the button and withdraw the pen from the ink immediately without giving the soft rubber sack a chance to take up its full capacity.

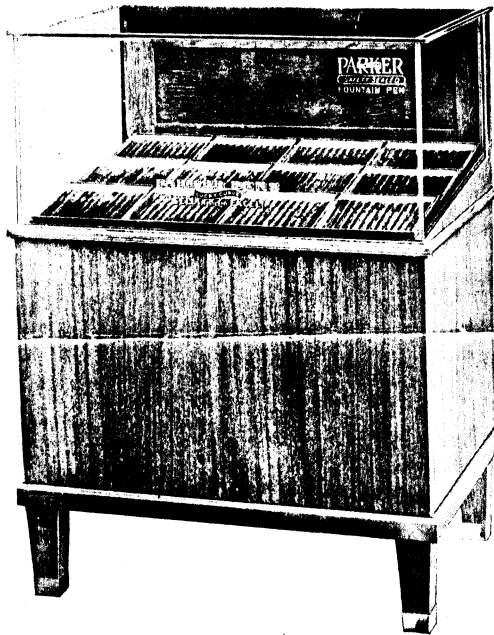
## Two Powerful Attributes of Pen Selling

**I**  
Correct displaying of a fountain assortment is half the battle. Unfortunately there are many dealers handling fountain pens who do not give the line sufficient attention to work out a practical means of selling them.

The case should be placed prominently in the store (the profits justify it). There should be a scratch pad and ink well handy to make it easy for a buyer to select a pen. The assortment should be neatly arranged and kept complete. Last but not least, you sell the pens. There are very few things that will sell themselves. Remember that a large percentage of the fountain pens sold, are sold by suggestion and aggressiveness on the part of the dealer.

**II**  
Individual advertisements like the sample shown here have a powerful effect. When a consistent series of such advertisements are published, the effect is proportionately far greater than that of the individual ad. This is one of the means of maintaining public acceptance for Parker Pens which this company will employ. Parker Pen advertising during 1921 will be heavier and better than ever before.

Consistency and frequent repetition in advertising are virtues which every modern merchant recognizes. It creates a force which will be felt by merchants handling Parker Pens. We don't think its going to wave a magic wand or perform any miracles—but we do think it is healthy and sane merchandising that fountain pen dealers can well take advantage of.



### The Twelve Dozen Assortment

The twelve dozen assortment is a good one for any merchant to handle who wishes to make a big thing out of the fountain pen business. This assortment is large enough to make any store known as a fountain pen headquarters.

The sales per dozen from a gross case are more frequent than from any other size. This is because any fountain pen purchaser prefers to make a selection from a large assortment, where he can choose from a big variety of sizes and styles. Any aggressive dealer who really gives the fountain pen line the effort and push it deserves will make this merchandise pay out in big money.

We have in mind a hardware company in Atlanta, Georgia, that took up fountain pens as a doubtful experiment—stocking the six dozen size assortment. It did not take them long to realize the possibilities that a fountain pen agency offered and before long they placed an order for a twelve dozen size assortment.

Their sales increased over 200 per

cent. This represents a profit of \$2,538.03. This represents a profit of \$1,091 within a period of three years.

It is not our wish to sell a twelve dozen assortment to dealers who would not make a special effort to sell PARKER PENS. To dealers who can visualize the sales possibilities which an assortment of this size offers, we would like to give more detailed information.

The display cases for this gross assortment can be supplied in any finish, or white, to match the fixtures of your store. The cases cost \$46, but to offset this charge we issue free of charge enough fountain pens at list price to equal this amount.

PARKER PENS are likewise furnished to dealers in smaller assortment: two, three, four, six and nine dozen, and special assortments are issued in eighteen, twenty-four and thirty-six dozen sizes. We will be glad to furnish any detailed information to interested dealers on any one of these assortments and we are quite confident that we can show conclusively whereby each one of

Unusual!  
Parker Iroving Pens  
in Colors for Women.

These beautiful pens  
are offered in delicate  
tints of Turquoise Blue,  
Coral, Emerald Green,  
and Royal Purple.

Fitted with a trim  
gold band, a ring for  
use with neck chain  
or a clip, as you prefer.

**PARKER**  
LUCKY-CURVE  
SAFETY-SEALED  
Fountain Pens



Iroving  
No. 20.

Plain \$3.50  
With gold band 4.25  
With ring on cap 4.00  
With both 4.75  
With No. 3 point (No. 3)  
50¢ extra

Please specify color

Parker Iroving Pens are  
being shown by Jewelry,  
Drug, Department and  
Stationery Stores everywhere.

The Parker Pen Company  
Janesville, Wisconsin  
New York  
Boston  
Chicago  
San Francisco



# PARKERGRAMS

*A Journal of Inspiration and Helpfulness, Published Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin*

VOL. 16

NOVEMBER 1921

NO. 5

## A BETTER PENCIL--THE PARKER LUCKY LOCK PENCIL

During the past two years you have probably heard rumors that The Parker Pen Company was getting into the pencil business.

The rumor was founded upon facts.

Contrary however to the policy of some pencil companies, of which there are a large number, rushing precipitately into the market with a half baked proposition, we preferred to do our experimenting, our testing, in our own laboratories, and not ask the public to do it for us.

We believed then, and we most emphatically do now, that this is the only wise and fair course.

During the thirty years in which we have been manufacturing Parker Pens we built up a reputation to a degree that we felt we could not afford to ask the public to buy from us a pencil that we ourselves did not feel was not merely a good pencil, but a **better pencil** than they could buy elsewhere, and a pencil that had been "through the fire", so to speak, and its weak points weeded out, if there were any, and we are perfectly frank to confess that we have found them and eliminated them.

Today we are offering the Parker Pencil to the trade with the assurance that it is a "**better pencil**" than is manufactured elsewhere.

This has been brought about by the fact that we have ourselves been the most savage critics, for we felt that nothing short of a pencil that would be free from every possible criticism that we ourselves might make, was good enough for us to offer to the trade. Not only this, but we took into our confidence a good many dealers and asked their advice and assistance in giving us the benefit of their criticisms, and today we feel safe in saying to you that you will find the Parker Pencil, no matter how hard you are to please, a better pencil than you have been selling heretofore.

For the balance of the year necessarily our production must be limited to only a few hundred a day. We cannot, therefore, in fairness to all of our trade, accept orders for more than a dozen pencils from any one dealer until we can build up our production.

We want each dealer, however, to have his quota, if he cares to have it, because we know he can sell them.

The dealer who shows this pencil in comparison with any other will find that the reputation of the Parker Pen will help sell it. Then, when the customer sees the beauty of design, its graceful lines, understands the fact that the lead both propels and repels with a turn of the cap, that by giving the cap a slight turn and a pull the Lucky Lock will be released, the cap immediately comes off, disclosing the eraser. Unscrew the eraser holder and the lead reservoir holding 14 surplus leads is instantly accessible.

The point is made so that it is impossible for the lead to stick, and leads are easily inserted at the point of the pencil.

We do not mind telling you, but we are not going to disclose the fact to the general public, that the entire mechanism can be taken out of the holder in exactly the same way a cap is removed by the medium of the Lucky Lock on this portion of the anatomy of the pencil, so that in the event of repairs, the dealer could easily fix any minor repair himself, as the disassembling of the pencil can be quickly done by the dealer.

The simple directions that accompany each pencil illustrate this fully so that even a child can fill the pencil.

The pencil is the easiest one to refill that we have ever seen. The operation can be performed in four or five seconds—nothing need be taken apart, merely turn the cap counter clockwise until the mech-

anism clicks, then one turn to the right and insert the lead through the tip. That is all—the pencil is filled.

Perhaps in this connection you will be interested in knowing that before the trade ever saw a sample of the **Parker Pencil** orders were sent us for several thousand of these pencils entirely on faith. Under the circumstances, we are all the more determined to put into the hands of these splendid dealers, who have pinned their faith to **Parker Pens** and **Parker Pencils**, a pencil that would be a pleasant surprise to them and relief from some of the so-called pencils, of which there are a multitude on the market.

We will be very glad to receive your order either for your full quota of one dozen, a half dozen or even one pencil if you merely want to see a sample.

Prices, sizes, etc. are noted elsewhere.

\* \* \*

## DOLLARS IN YOUR DOORYARD

Is business as good as you would like it?

What would you think if we told you that there is a lot of undeveloped business within three blocks of your store, and then prove it to you?

We are going to give you an instance of one of a good many occurrences, and you can draw your own conclusions.

Ralph Bement is the name of one of our salesmen—possibly you know him.

Ralph called upon one of our dealers in his territory. This dealer had a four dozen Parker case. In the case were three dozen Parker Pens.

Mr. Dealer said "Business too dull. Don't want any more pens."

He assigned as a reason that his location was not very good, and that the bulk of the pen business went to other dealers more centrally located.

Ralph did not think so!

He said, "Who is the pen man in this store?"

"Billy usually sells what few pens we sell, and is the one who takes the greatest interest in the line" replied the dealer.

"Alright, will you spare Billy for an hour?" asked Mr. Bement.

Mr. Dealer said, "Yes."

So Mr. Bement and Billy started out.

They went over to one of the garages and sold two DUOFOLDS.

They went to the bank—three DUOFOLDS.

They called on some of the other business places and were back to the store in an hour, and how many DUOFOLDS do you think they had sold in that one hour? Just THIRTEEN.

The dealer could hardly believe his own eyes, but there was the unmistakable proof of the orders, and sold to people who probably would not have thought of buying a fountain pen of this character, at least unless it was specially called to their attention.

Mr. Bement told us that Billy was a better salesman than he was.

He called attention to the distinctive looking holder; to the fact that the pen held a large amount of ink; that it would write on good paper, poor paper or even tissue paper; that the gold pen itself was especially made, for it had almost no "set", but would write lightly and yet could be made to manifold several copies.

In fact, Billy, according to Mr. Bement, did not overlook one selling point and as a result \$91.00 worth of pens were sold in an even hour.

Don't you think that under the circumstances, that "Dollars in Your Door-Yard" is a pretty good caption for this little story?

If you do, perhaps you have someone in your store who can do equally as well as Billy did.

It's worth trying.

\* \* \*

### Suggestion.

When a defective or damaged pen is discovered in stock, do not put it back in the case. Lay it aside to be sent in for repairs. Very often when a damaged pen is put back in the pen case, it is sold by some other clerk and the defect is not noticed by him nor by the customer at the time.

It means a trip back to the store for the customer and very likely the loss of a sale.

## IF I WERE A

By George S. J.

The young men and women who counter have for me a pen.

In them I see potential.

They are the young men and women in training today for the real responsibilities of business and government of tomorrow.

In the many years of my busy business life, I have never been so busy that I did not feel that every moment I could spend with these young diplomats and field general was most profitably.

To them, in a very large measure, I express my thanks which has come to the fore.

Without their assistance in operation, Parker Pens have been known in the national way in which they are sold over the world.

In my travels I have had contact with a great many careers of many of whom I have watched and have seen ambitious young men and women rise from the clerkship of his or her own, to the front ranks in the responsibilities that come to them. Are others who seem to grasp the unusual opportunity in clerking and have advanced by the road side—and I.

It is my express conviction why some do fail in their careers to grasp the importance because they perhaps think it is the time to start doing it NOW. Frequently:

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## IF I WERE A CLERK

By George S. Parker

The young men and women behind the counter have for me a peculiar fascination. In them I see potential possibilities.

They are the young men and women in training today for the real responsibilities of business and government of tomorrow.

In the many years of my busy business life, I have never been so busy that I did not feel that every moment I could spend with these young diplomats and field generals behind the counter was most profitably spent.

To them, in a very large measure, I have to express my thanks for the success which has come to the Parker Pen.

Without their assistance and hearty co-operation, Parker Pens might never have been known in the national and international way in which they are known all over the world.

In my travels I have come in actual contact with a great many of these clerks, the careers of many of whom I have carefully watched and have seen many bright-eyed, ambitious young men and women graduate from the clerkship into a business of his or her own, take their place in the front ranks in shouldering the responsibilities that come to them. There are others who seem to have failed to grasp the unusual opportunities accorded in clerking and have miserably fallen by the road side—and for what reason?

It is my express conviction that the reason why some do fail is because they fail to grasp the importance of the situation; because they perhaps think that the future is the time to start doing things instead of NOW. Frequently a young man starts



out in life feeling that he is entirely different from the man that is considerably older than he, and that when he gets to be thirty years or forty years old he will be just like some of the men of this age who have made conspicuous successes in their respective lines. The farther you get away from the NOW point of starting the less retracing of steps will be necessary.

After the years have rolled around this young man finds that he is no nearer being the "conspicuous success" he had in mind being five, ten or fifteen years before.

What is the reason?

Simply because "conspicuous success" is really nothing more or less than taking advantage of little opportunities that come from day to day, the sum aggregate of which, when tied up, makes a large bundle, and constitutes what the world calls "conspicuous success."

"Conspicuous success" cannot be achieved in a day or a year, but it is an accumulation of the little successes, of the little deeds rightly done, from day to day.

If the young man who expects to achieve success at some future time only realizes that the PRESENT is the golden opportunity to start building, then, I am sure he would change his ways.

Human nature is no different today than it was one thousand years ago. There is just one way to succeed and that is to do right, and to do each deed the best one knows how. Endeavor, if possible, to do each job just a little better than it has previously been done, to forget about hours, and to make one's work so good that it is conspicuous—so that it cannot fail to attract the attention of the one higher up who has it in his power to grant promotions, etc.

Then too—in forming these habits you help the dealer make money. It must be patent that in so doing you are receiving a training which will increase the cash value of your services.

### An Education Gratis

Just think of it! If you went to college, or business college, or a training school, or any institution of learning to get information and training from experts, you would

not only be giving up your time but you would be paying a substantial sum to the person giving you this training. You go into a store, you work for the dealer who has had a long business experience. This experience by observation or otherwise is at your command. He is glad to help you make good because in your making good you are making money for him and ultimately it makes money for you, but the main thing is you are being paid while you are getting your training, and the more deeply and strongly entrenched are the habits of business, you are in just that much better position to meet the world when you are responsible only to yourself for your success, when you are in business for yourself.

You might say, "Now, Mr. Parker, please be specific. What can I do today to start toward the goal for which we are all aiming, namely, success?"

I might answer, "Little things — the things that are right at your hand are the ones to take up first."

For instance: Have you made the pen case in your store a bright spot?

Just stop and reason it out a moment.

Your employer made a very considerable investment in Parker Pens with the hopes of making a substantial profit.

Have you helped him realize his ambition?

Have you done your full duty toward him in this respect?

This can best be answered by walking over to the show-case as soon as you finish reading this article and take a look.

**Point No. 1**—Are the pens arranged neatly and orderly?

Now, if you find in the show-case the pens arranged so that they look disorderly — any pen that is placed wrong end to in the tray — is error No. 1 that should be corrected.

**Point No. 2**—Do you know of your own knowledge that all of the pens in the case are in first class working condition, or is there a "lame duck" or two in the case that should be returned to the factory for correction?

**Point No. 3**—Do you know the geography of the case so that you can put your

hands on a fine point, \$2.50 or \$4.00 pen without "stumbling?"

In other words, do you want the possible purchaser to be impressed with the idea that you are master of the situation, that you know your pens, know the case, and know their location so that you can spot immediately a particular pen which, in your opinion, is best fitted to his hand?

**Point No. 4**—When the customer prices a \$2.50 pen and you feel in your own mind that he would perhaps be ultimately better satisfied if he bought a \$4.00 or \$5.00 fountain pen, do you tactfully suggest to him, "Here is a No. 24 that has a particularly nice writing point in it that perhaps you would like. It will cost but little more than the other pen, but the slight difference between the price of the pen you have selected and this is almost nothing, considering the life of the pen."

It is comparatively easy to raise a sale from the \$2.50 class to the \$4.00 or even \$5.00 pen if the matter is handled tactfully by the young man who is ambitious to be a "conspicuous success."

**Point No. 5**—Have you availed yourself of the opportunity of showing something "new" in the way of the DUOFOLD pen?

Have you familiarized yourself with the talking points of this pen so that you can say to the prospective buyer, "Here is a Parker Pen which is in a class by itself. You will notice that it is a distinctive looking pen, different in make-up and different in color from the ordinary pen, has in it a gold point especially made, the nibs of which are specially set and ground for the particular purpose for which it is intended. It can be used as a correspondence pen; it can be used as a manifold pen. It will write on good paper, poor paper, or even tissue paper."

**Point No. 6**—When business is a little dull in the store and you could be spared, why not say to the proprietor that you would like to get away for a half hour and see if you cannot sell some pens on the outside? Then make a little trip to the bank, to the garage, the bookkeeping department of some dry goods store, see a stenographer, a bookkeeper or any other class of buyer who, in your opinion, would

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be interested, and then make it your personal business to see that these people are fitted out, and you will be enabled to make just as much of a "conspicuous success" as Billy did, who worked with our Mr. Bement, as shown in the little story printed elsewhere.

Do you not think, under the circumstances, that the boss will be immensely pleased with you if you go out of your way to make sales and drum up business outside of the store, and turn the profit into the cash drawer?

You will rise head and shoulders above the others in the store by just such actions as this, and besides you are each day putting a brick in the wall upon which your success structure is to be erected that will make a magnificent creation as the years go by.

Point No. 7—The company is always glad to send to a store handling its goods plenty of advertising matter.

Has this been carelessly displayed, or have you taken it and put it in a choice, conspicuous place where it will tend to be a reminder to the readers of the Ladies Home Journal, Saturday Evening Post, or American Magazine, that here is the store that is the connecting link between this particular customer and the company whose goods they have thus seen advertised, and which raises in the minds of the prospective customers an appreciation of the firm who thus carries the nationally advertised goods.

No surer or quicker way can you gain access to the boss' good will and appreciation than by following some of the things suggested. These, however, are merely suggestions. Your own initiative, of which you have a good supply if you will only use it, will suggest many others.

Christmas is very near at hand. When a customer is undecided as to what to buy for a Christmas present why not suggest a pen? You can practically dictate the particular type of pen if you know for whom it is intended.

Why not suggest buying not merely one pen, but if the person in question wants to make a half dozen presents what better or more useful article could he buy for a

half dozen different people than a Parker Pen each, something that would be a constant reminder of the giver not merely for a day or month but for years to come?

Suggest to the person how appropriate such a present would be, and especially if put in the holiday box which you would be glad to furnish. Then wrap the box up nicely so that it looks tasteful, put in a little Christmas card, and you leave the impression in the mind of the person who makes this purchase that "there is a clerk with whom I like to deal, thoughtful in the little things, who has given me good advice even though I may have spent just a little more money than I originally intended."

Now, I want you to read this article, not as a literary production, but as a little talk from the man who makes the goods which are sold in your store, a man who is interested in you personally, who is interested in young men and young women, who wants to see them succeed, and who has a higher motive than a matter of mere dollars and cents.

If you have a selling problem that is bothering you, you will be absolutely welcome to present your problem and the writer will personally answer it if within his power to do so.

I will close with my best wishes for the many thousands of girls and boys behind the counter, who are the real power behind the throne, and in whose success I am as much interested as I am in my own.

\* \* \*

## SOMETHING EXPLODED!

We wanted to test out an idea. The idea that we had was that fountain pens could be sold just as readily, just as well, just as profitably, on exactly the same basis during any one month of the year, as during another.

So we took the deadest 30 days (July 15 to August 15) of the deadest year—old 1921—and put on a dealer sales contest. Everybody was supposed to be hard up—dealer, consumer, not to mention the manufacturer. Fountain pens were not supposed to sell in July and August—it's too

hot to think of work and writing is work.

Still, we were only testing an idea, so we went ahead with the contest. Although the world was not set afire, we were much gratified with results. We, and a good many dealers, have had it demonstrated that people are just as good prospects during the summer time as they are at other times during the year.

Just analyze the case: If some man breaks or loses his pen in July, is he going to do without one and postpone buying another until September? Most of us get only a week or two of vacation, if any, and as a matter of fact have just about as much use for a pen during the summer as other times.

Anyway, the results of this Summer Selling Contest show that when pressure is put behind pen selling, the pens go. Think of a man in a little town of less than 5000 people selling over \$500 worth of pens during the deadest month of the deadest year. The man is Mr. L. H. Stiles and the town is Hazard, Kentucky. Mr. Stiles was obliged to order more pens by wire to keep the supply up to the demand. Mr. Stiles went so fast in his selling that we were reminded of a man who was sitting on the top of a barrel of turpentine in a small country store. Unfortunately, the top fell in and so did the man, partly in, anyway. The man's little brother ran and told his mother, "Ma, Jake was sittin' on a barrel of turpentine and the top broke and Jake fell in!" The mother asked if Jake was hurt badly. "I don't know, we ain't ketched him yet!"

Nobody else quite caught up to Mr. Stiles, either, although there were many other very remarkable sales records made. Many dealers averaged three and four and five sales a day. This does not sound like a very heavy days work but it makes a very pretty total for the month.

We have asked Mr. Stiles to tell us how he sells so many pens. We think that any merchant who sells fountain pens can pick out a good idea or two from Mr. Stiles' letter.

#### HERE IS MR. STILES' LETTER:

Believing in the merchandise you sell; striving continually to convince your customers that they

get exceptional service from articles purchased from your store; and realizing, regardless of your location, that the possibilities of your territory are only limited by your energy—these ideas will make anyone's business not only a success, but a pleasure from one season to another.

I know of no article that will convince both you and your customers of the truth of the above statement like the Parker Fountain Pens.

The fountain pen is just as much a part of the jewelry business as wedding gifts or other lines which receive special attention at certain seasons, and with this in mind, I made Parker Pens my feature for August 1921, advertising.

In January I planned my advertising program for the year, having some special feature each month. Some months it would be the selling of some seasonable article at an attractive price, other months it would be personal letters and newspaper advertising of an educational nature featuring some particular article and its qualities. For example, in May I featured wedding rings. The ad read:

*"The man who neglects to buy his bride a wedding ring, seldom makes a good husband."*

It has more than doubled our wedding ring sales. August 15th was the date I had set for my fountain pen advertising, but upon learning of the contest I moved it up a month, using the same plan of advertising which I had mapped out in January. I used 3500 letters, also newspaper advertising of an educational nature, and my windows featured only Parker Pens during the contest. We offered to lend a Parker Pen for one month to any customer who would give it a trial, explaining that our idea was to show what an excellent pen we had for sale. I also said that should it happen to get broken in any way during the time they had it on trial, there would be no charge for repair as all Parker Pens were covered for one year with an accident policy. I also featured our Service Repair Station, for the one big idea that I try to bring out in all my advertising is that every article purchased at our store MUST give absolute satisfaction.

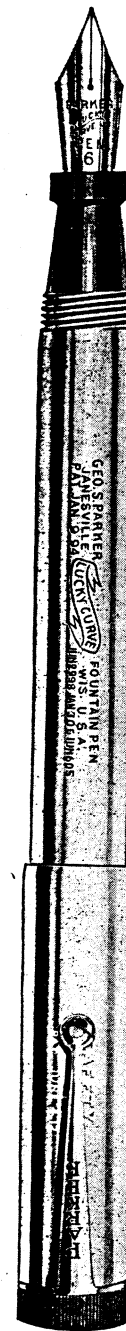
We made it a point to see that everyone who came in our store during the contest was shown the special features of the Parker Pen. These special features together with the one-year accident policy and the "money back" guarantee if not convinced after one month's trial, that the Parker Fountain Pen was the best pen on the market, sold us many pens.

The first day our pen sales ran \$186.00. This caused us to set our goal at \$500.00. We talked fountain pens until we were "sea-sick" but working with the idea that the person who can write can not get along without a pen and he who can not write needs one with which to learn, we ran our total pen sales for the month \$524.75.

Pen sales continue and I can emphasize the statement that the possibilities of one's pen business are only limited by his energy.

L. H. STILES, Hazard, Ky.

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### THE DUOFOLD PEN



Since the last issue of Parkergrams a new model has been added to the Parker line, and named the **Duofold Pen**. This pen was designed and made for a certain class of men folks—folks who are convinced that it is economy to buy good and durable and dependable things, rather than to pay less and get something which is neither so lasting nor reliable.

We do not often deal in superlatives—the best, the greatest, a peerless leader, etc.—but now we feel like breaking the rule. We went ahead to make the finest writing instrument ever put together regardless of what it cost us, incorporating every good feature and considering every suggestion for betterment. Well, this Parker Duofold pen is the result.

It is a man-sized pen with a heavy manifold point of exceptional smoothness, made to write on all kinds of paper—rough paper, smooth paper, any kind. Ice gliding on glass expresses it. It is a self-filler and takes a deep, thirsty, l-o-n-g drink, enough for many days work.

To make the Duofold distinctive in looks it is made in red-brown rubber with black trimmings, the blind cap, inner cap and nozzle are black, the barrel and outer cap red-brown. This is a smart and distinctive color combination. To put it briefly, the Duofold is a high-class outfit for high-class people.

The retail price is \$7.00. This includes a heavy gold plated clip. The pen is guaranteed for 25 years—1300 weeks. This

makes the price of solid writing comfort about one-half cent per week.

#### What This Pen means to the Dealer.

When the ordinary human being goes in to buy a fountain pen, there are three things about the pen he takes into serious consideration; the pen point, the looks, and the price. We built this Duofold pen with these considerations in mind. The pen point will please the most critical, the most finicky, pen purchaser.

In the matter of looks we think that most people will be pleased, highly pleased, with the appearance of this pen. It looks different and smart, but not freakish or foolish. It looks like the kind of a pen a high-class man would be likely to carry.

As for price, the Duofold is \$7.00, including a heavy gold plated clip. The net price of the Duofold is not far from its cost—it has in it only the best of everything, a special gold point, special barrel and cap. The Duofold is guaranteed for 25 years, which makes the price of solid writing comfort pretty cheap—2 cents a month.

### FIT FOR A QUEEN

Probably neither you nor the boys in the store would have to think very hard to call to mind some young man who will be “up against it” as to what kind of a Christmas present to buy for his sweetheart.

The young man knows that the young lady likes things nice, but, “what shall I get her?”

He is willing to spend almost any reasonable sum if he can buy something that will make her eyes sparkle with pleasure when she sees it.

Why not suggest to him the purchase of a solid, green gold Parker Pen, fitted in the beautiful, rich, hinged box, which makes the outfit look like a million dollars?

We have a beautiful pen, No. 202, which formerly sold for \$50.00, and we now reduced the price to \$30.00. The discount on this particular pen is 33 1-3%.

Incidentally, this pen, if put in the showcase inside of this beautiful case, with a little card, giving the price, will be something of a curiosity, for a fountain pen that costs \$30.00, and worth more, is something that will make your customers talk about it, and you.

It is good advertising, and you are reasonably certain of making one or more sales.

Why not try ordering at least one of these pens?

## NEWSPAPER ADVERTISING CONTEST.

It will be remembered that there were prizes for newspaper advertising put on during the Summer Selling Contest. First



prize was won by Mr. E. L. Maffitt of Oakville, Iowa, and we want to call attention to this advertising because it was original, ingenious and clever. This form of advertising is adaptable only to small towns where the personnel of the store is known to practically all of its clients.

Mr. Maffitt worked up a series of advertisements with real human interest in it, the basis

of which was a wager he made with his clerk, Roy Salladay, as to who could sell the most fountain pens. Mr. Maffitt made a proposition allowing people \$1.00 on their old pen towards the purchase of a Parker Pen. The proposition was explained in the first ad. In the second was the human interest story about the wager between Mr. Maffitt and Mr. Salladay, in conversational form. The third ad. was signed by Mr. Salladay and headed, "I Bet Him Five." Mr. Salladay announced that he was going to put it over his boss by selling more pens and said that he would contribute the \$5.00 he won on the bet to the American Legion.

In the next ad. Mr. Maffitt came through saying that his clerk was trying to put one over on him and that he had succeeded in getting a head start, but that he was still in the fighting. Mr. Maffitt said that he was going to contribute his \$5.00 to the Women's Relief Corps.

This same personal competition was carried out in the series of advertisements and we think you will have to look a long time before an advertiser comes closer to reaching the human interest factor in advertising than Mr. Maffitt and his co-worker, Mr. Salladay did in their little advertising campaign.

We certainly extend our congratulations to both of them.

## CHRISTMAS ADVERTISING MATERIAL.

Some especially attractive advertising material has been worked up for Parker Pen dealers. This consists of a Santa Claus easel which can be used as a window piece or a counter card. Window pasters of the same design have been made.

Use these pieces prominently, together with Christmas circulars which we will furnish, have your pen and pencil stock complete, in good order, and conspicuously displayed and you will get a big pen business.



Why not plan out a real Christmas campaign. Everything is yours for the asking—window advertising, newspaper electros, movie slides, folders, everything.

This is a display off a medium sized to the very best on the counter portable view of this style of carried out less than five in this short space positive selling effort commend this outflow er any place who medium sized pen All the pens in medium priced aid qu no shelf clingers in



our congratulations

ADVERTISING  
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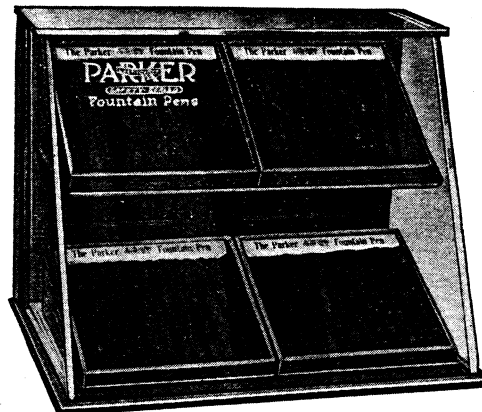
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# A BRAND NEW OUTFIT

*A Small Display That Looks Like a Big One*



The New Style Parker Pen 4 Dozen Case

Sells for .....	\$160.25
Costs .....	\$ 91.61
Your profit .....	\$ 68.64

This is a display case which will show off a medium sized assortment of pens to the very best advantage. It stands upon the counter putting the pens in comfortable view of the prospective purchaser.

This style of case was designed and executed less than two months ago, and even in this short space of time it has shown a positive selling efficiency. We cannot recommend this outfit too highly for the dealer any place who wants the very best in medium sized pen displays.

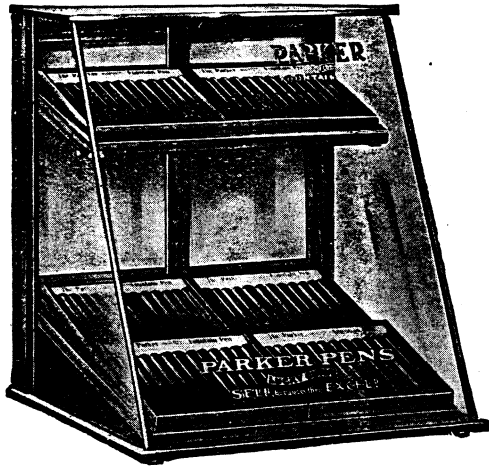
All the pens in this assortment are medium priced and quick movers. There are no shelf clingers in the Parker line—every

style of pen we make is built to render heavy duty for years.

If you sell only two pens a week from this assortment, it means you are getting more than two turnovers a year.

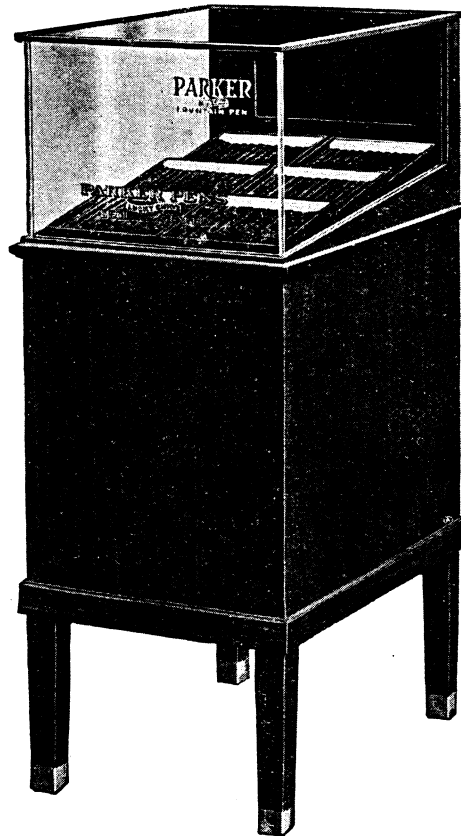
The case costs \$12.50. To offset this expense we issue enough pens at retail, free of charge to equal the case charge. When these pens are sold the case has cost you nothing, and it is yours.

Note: Any dealers who now have two dozen cases on hand and wish to increase their assortment to this size, will be made an attractive proposition, if taken up with us at once.



**6 Dozen Assortment**

Sells for .....\$255.25  
 Costs ..... \$145.90  
 Your profit .....\$109.35



The six dozen size assortment of Parker Pens is one which is practically certain to show an exceptional profit. There are thousands of these on display all over the world earning big money for their bosses, and doing it without requiring much attention or care, little floor space, and selling steadily all the year through.

It is worth remembering that in selling fountain pens you sell to the whole population all the time. When you sell razors you sell to only half the population—men. When you sell straw hats to men, you sell to only half the population half the time—summer only. When you sell fountain pens you sell to all the population—men, women and school children—all the year round. Writing is a 365 day habit.

Therefore your investment is a sound one, it is always on display, always before the eyes of prospects. There is no "closed season" on writing with fountain pens.

If you sell only ten pens a month from

this assortment, your profit for the month is \$14.84 or 10.2% of your investment. Maintaining this rate for the year makes for a yield of 122%, which is a dividend that even very few oil stocks can approach.

Two styles of display cabinets are offered. The floor case sells for \$30.00; the counter case for \$19.00. Free pens are issued to offset the cost of the case. Both cases are furnished in either oak or mahogany. Or a special case can be built to match your particular fixtures.

We have a real proposition for dealers with smaller assortments who want to increase their pen display to this size. Write us.



No. 20 SR Baby  
 —\$2.75. Without  
 ring on cap 2.50  
 Not a self-filler.  
 Can be furnish-  
 ed with fancy  
 chased barrel if  
 desired. Bak.



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 your investment.  
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 Free pens are is-  
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sition for dealers  
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 ay to this size.

No. 20 SR Baby  
 —\$2.75. Without  
 ring on cap 2.50  
 Not a self-filler.  
 Can be furnish-  
 ed with fancy  
 chased barrel if  
 desired. Bak.

No. 20SR—\$2.75  
 Plain or chased  
 barrel, self-fil-  
 ler or regular.  
 Without ring  
 on cap, \$2.50.  
 Bakelite. Short  
 or Long.

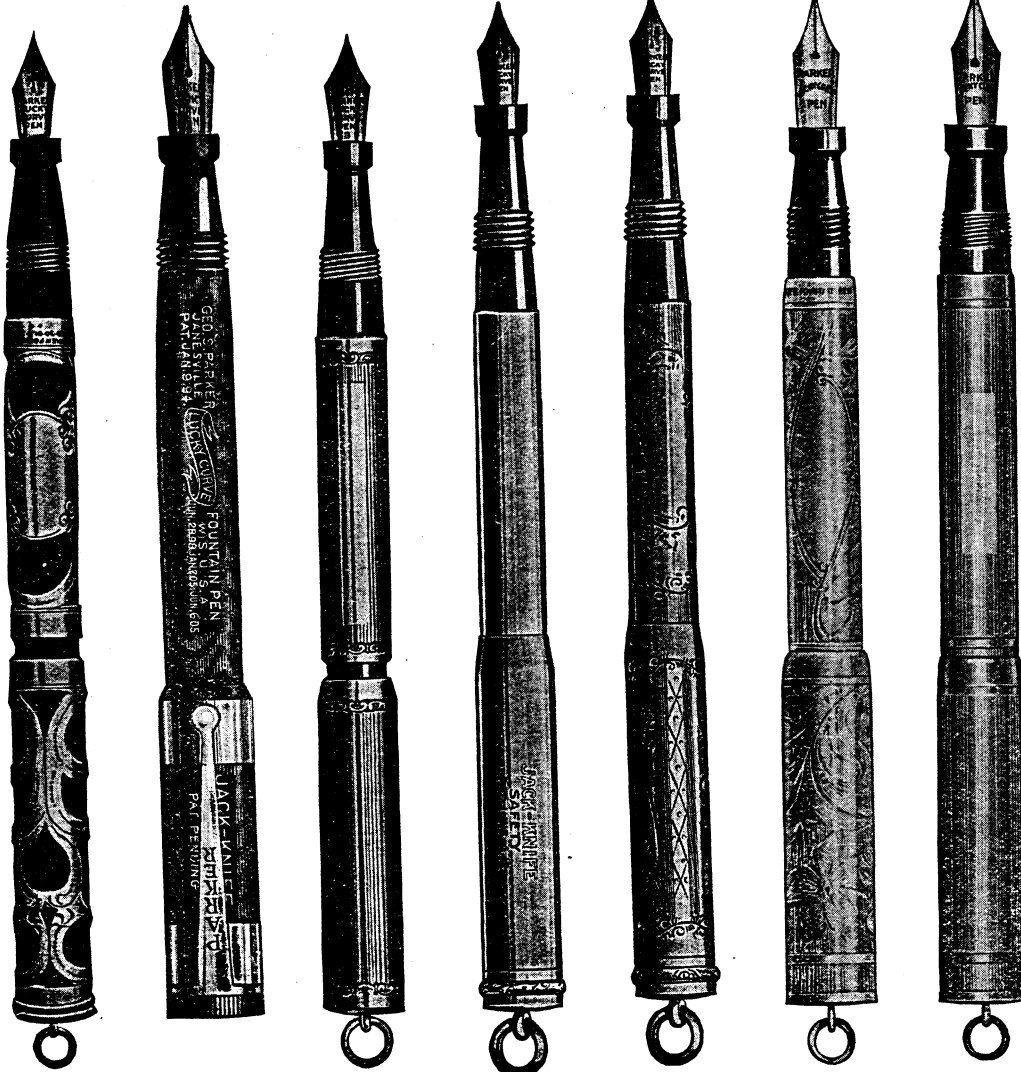
No. 24 1/2—\$4.00.  
 Is Vest pocket  
 length but of  
 large ink capa-  
 city- Short or  
 Long.

No. 65 1/2—\$4.00.  
 With dull gold  
 filled band.  
 Short or Long.

No. 74 1/2—\$4.50.  
 A Wide fancy  
 band on barrel.  
 Short or Long.

No. 66—\$4.00.  
 Gold crown and  
 ring on the cap  
 Bakelite. Short  
 or Long.

**Parker Clips Extra. Nickel 25c, Gold Filled 75c.**  
**Transparent Bakelite Barrels, \$1.00 Extra**



No. 14—\$6.00  
Sterling silver  
filigree. Same  
design (No. 16)  
gold filled \$7.00

No. 25½ 2B—  
\$6.50. Plain or  
chased finish,  
self-filler or reg-  
ular. Two gold  
filled bands on  
cap. Bakelite  
Short or Long.

No. 49—\$10.00.  
18-k gold filled.  
Fine lined ef-  
fect with scroll  
work.

No. 95—\$9.00.  
Plain Sterling  
silver.  
No. 98—10.00.  
Plain gold filled

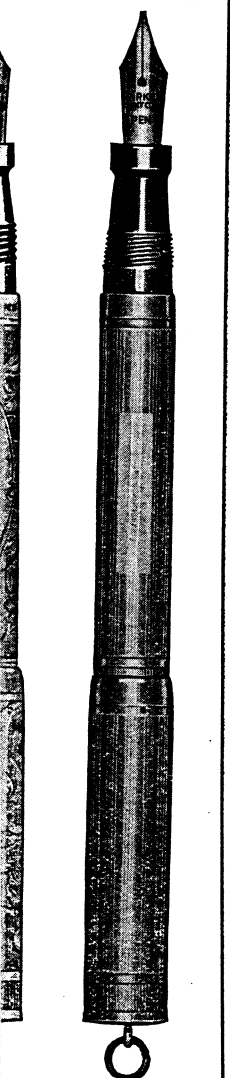
No. 96—\$12.00.  
Sterling silver.  
No. 99—\$12.50.  
Gold filled.

No. 203—\$12.00.  
This is beauti-  
ful piece of  
work; not self  
filler.

No. 201—\$30.00  
Solid gold. No  
more beautiful  
pen than this  
was ever made;  
not a self-filler.



No. 20—\$2.50.  
The most popu-  
lar pen on the  
market. Self-  
filler or regular  
Short or Long.  
Bakelite.



No. 201—\$30.00  
Solid gold. No more beautiful pen than this was ever made; not a self-filler.



No. 20—\$2.50. The most popular pen on the market. Self-filler or regular Short or Long. Bakelite.



No. 20 1/2—\$2.50. Same as No. 20 only that it has chased barrel. Short or Long. Bakelite.



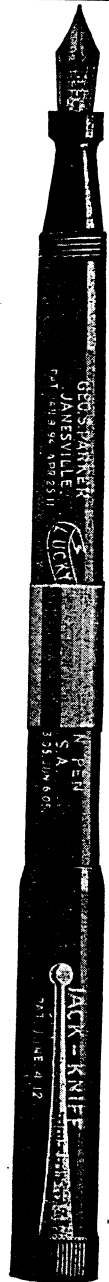
No. 20 Bakelite—\$3.50. Showing how the ink supply can always be seen thru the transparent barrel. Short or Long.



No. 20 1/2 1B—3.25. No. 20 with gold filled band on cap. Short or Long. Bakelite.



No. 22 1/2—\$3.00. Plain or chased. Self-filler or regular. Short or Long. Bakelite.



No. 65—\$4.00. Wide dull finish gold filled band. Short or Long.

Nickel Clips 25c Extra; Gold Filled 75c Extra; Transparent Barrel \$1.00 Extra



No. 66—\$4.00.  
Gold crown and ring on cap for chain. Short or Long. Bakelite.

No. 24½—\$4.00.  
The most popular pen for men. Short or Long. Bakelite.

No. 25½—\$5.00.  
Slightly larger than the 24 size. Short or Long. Bakelite.

No. 25 SR—\$5.25.  
Fitted with screw ring. Large capacity. Short or Long. Bakelite.

No. 26—\$6.00.  
Fine large pen for men who write much. S. or L. Bakelite.

No. 28½—\$8.00.  
Next to the Black Giant, this is the largest pen we make. S. or L. B.

Nicks Clips 25c Extra; Gold Filled 75c Extra; Transparent Barrels \$1.00 Extra

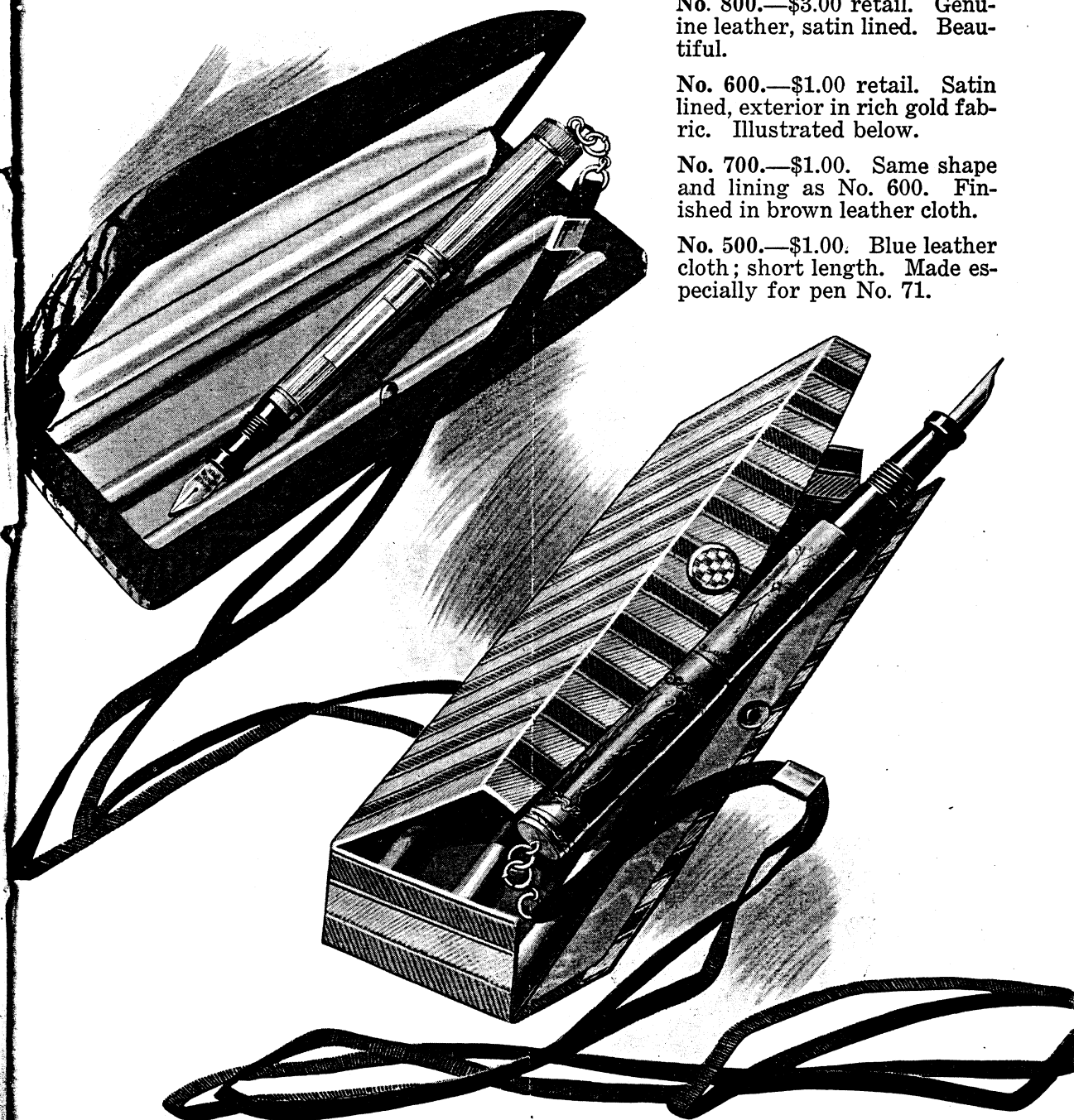
# FANCY GIFT BOXES

No. 800.—\$3.00 retail. Genuine leather, satin lined. Beautiful.

No. 600.—\$1.00 retail. Satin lined, exterior in rich gold fabric. Illustrated below.

No. 700.—\$1.00. Same shape and lining as No. 600. Finished in brown leather cloth.

No. 500.—\$1.00. Blue leather cloth; short length. Made especially for pen No. 71.



No. 28 1/2—\$3.00. Next to the Black Giant, this is the largest pen we make. S. or L. B.

5.00. e pen who h. S. elite.

## It Will Come With A Rush!

There is one thing you can bank on for a certainty, and that is—Christmas is coming.

People are not going to forget the holidays and not buy gifts. Christmas has been coming and going for almost two thousand years, right through periods of depressions, periods of inflation, good times and bad.

Christmas season is a period when people forget their troubles, and spend their money in a way they do not do at any other season of the year.

The merchant who fails to take cognizance of this fact is short-sighted, and is cutting his profits down to a minimum.

There is, however, one thing about the holiday trade this year that you will probably notice, and that is, holiday buying will not start as early as usual.

When it does come it is coming with a rush.

If you are one of the dealers who figures these things out calmly and quietly and makes preparation to get the business when the other fellow stands off to the side and talks pessimism, you are the man to whom we want to address these remarks.

**You are the man who will make the profits.**

It is your order that we want to fill, and fill at the earliest possible moment.

We want to cooperate with you because a man who has the nerve and the good judgment and vision to buy when the conditions point to the fact that an opportunity is about to be presented for unusual profit taking is a worth while man.

If you have any doubts about the ability of people to spend money, just go down town some night and see them flock to the movies. This will probably be the best object lesson you can see to convince you that people have the money to spend for the articles they want.

You may not sell as many phonographs, high priced sets of silverware, or De Luxe edition of books this year as you ordinarily would, but you will sell the medium priced articles in greater profusion than you ever have before, and among this list are Parker Pens and Pencils.

Again we say, a good time to buy and to become exceedingly busy is when the other fellow holds off—and waits.